

EA IR Summary Sheet, as of Feb. 1, 2011



All data and comments, including forward-looking information, are current as of Feb. 1, 2011 only. Electronic Arts undertakes no duty to update or revise any forward-looking information contained herein. This is a summary document only. For more detailed information, please refer to Electronic Arts' earnings release dated February 1, 2011 and the Company's reports and filings with the SEC.

Stock Information

Electronic Arts Inc.	NASDAQ: ERTS
Price per share as of Feb. 1, 2010	\$15.66
Diluted Shares Outstanding	333M
Market Capitalization	\$5.2B
Enterprise Value	\$3.2B
Fiscal Year End	March 31

Investor.EA.com

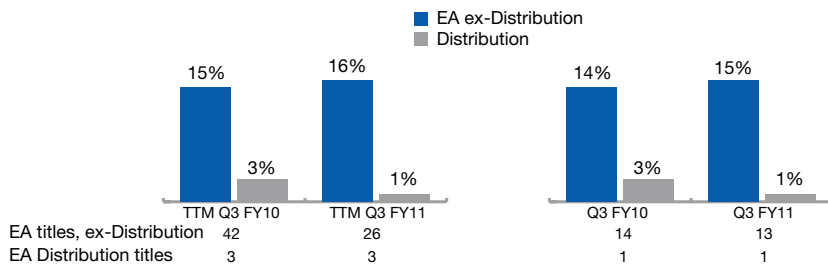
Peter Ausnit
VP, Investor Relations
(650) 628-7327
PAusnit@EA.com

Mary Vegh
IR Manager
(650) 628-3916
MVegh@EA.com

EA Western World Segment Share

Trailing Twelve Months

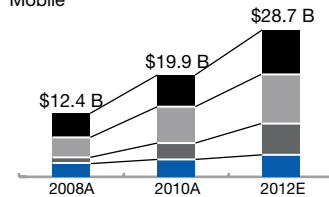
Quarterly



Source: EA Estimates

Worldwide Digital Growth

- PC (MMO)
- PC (Free to Play, Casual and Social Games)
- Console (DLC and Subscriptions)
- Mobile

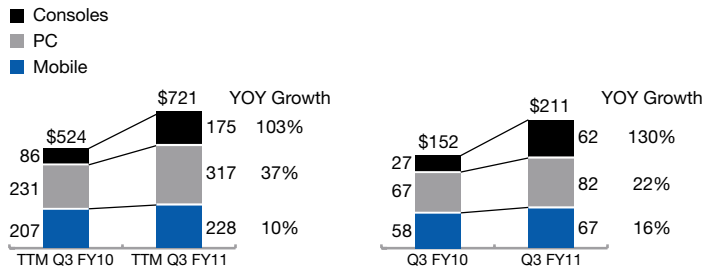


Source: EA estimates. PC includes browser and Mobile includes Handhelds.

EA Digital Revenue by Platform

Trailing Twelve Months

Quarterly

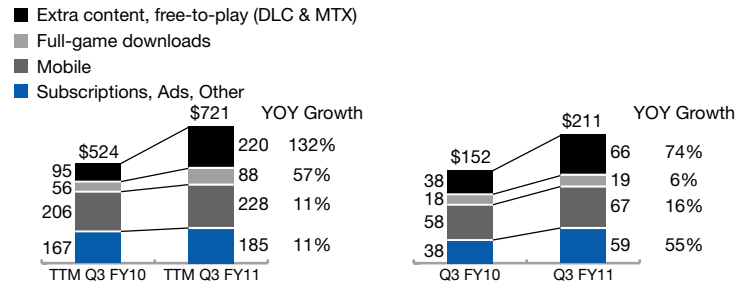


* In millions, on a non-GAAP basis. PC includes browser and Mobile includes Handhelds.

EA Digital Revenue by Type

Trailing Twelve Months

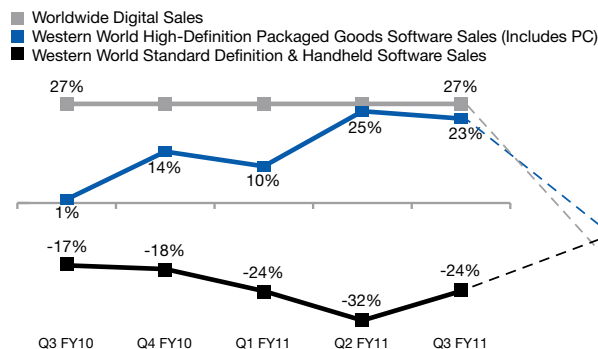
Quarterly



* In millions, on a non-GAAP basis. PC includes browser and Mobile includes Handhelds.

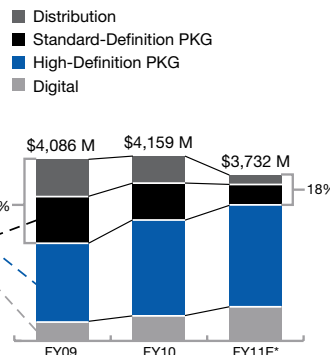
EA Well Positioned

Year-Over-Year Segment Growth



Source: EA estimates.

EA Segment Mix

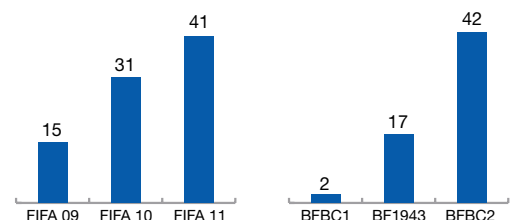


* At midpoint of non-GAAP FY11 Guidance. These forward-looking statements are valid as of February 1, 2011 only. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

Selected EA Franchises with Digital Extensions

FIFA Digital Revenue

Battlefield Digital Revenue



*\$, in millions, non-GAAP, as of February 1, 2011, based on actual data through December 2010, and projected data from January 2011 through March 2012.

Q3 Summary

Frontline: *Need for Speed Hot Pursuit* offsets *EA SPORTS Active 2*

Catalog: in line, key titles were *FIFA 11* and *Madden 11*

Digital: Up 39% year-over-year; reaffirming FY11 \$750 M target*

OpEx: Down 7% year-to-date; FY11 tracking toward \$2.0 B

Outlook: Raising low end of FY11 non-GAAP EPS guidance

Capital: Announcing \$600 M stock buyback

* On a non-GAAP basis.

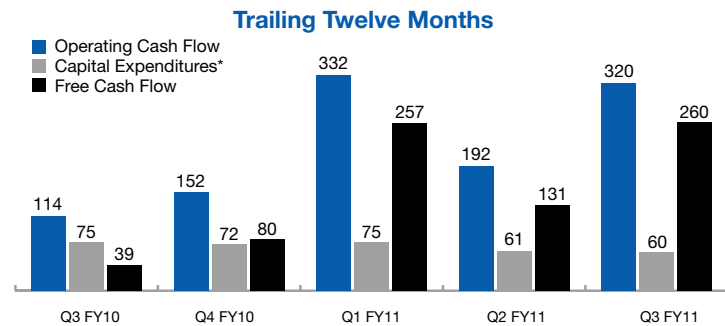
Trailing Twelve Month Financial Summary

	GAAP		Non-GAAP	
	Q3 FY10	Q3 FY11	Q3 FY10	Q3 FY11
Net revenue*	3,535	3,478	3,918	3,683
Gross profit margin	45.8%	57.8%	52.3%	60.4%
Marketing and sales expense	19.1%	20.8%	16.8%	19.1%
General and administrative expense	8.9%	8.8%	6.7%	7.2%
Research and development expense	35.4%	32.7%	28.9%	27.7%
Operating margin	(23.5%)	(10.7%)	(0.1%)	6.4%
Net margin	(21.2%)	(11.4%)	0.1%	4.7%

* \$, in millions, except per share amounts.

Non-GAAP operating margin improves due to gross profit margin increase and cost controls, partially offset by lower revenue.

Cash Flow and Cap Ex



* \$, in millions. Cap Ex and Free Cash Flow exclude the purchase of EA Redwood Shores in Q2 FY10.

Balance Sheet Highlights

	Dec. 31, 2009	Dec. 31, 2010
Total Cash, Short-Term Investments, and Marketable Securities	1,784	1,971
Debt	—	—
Inventories	144	105
Sales Returns and Allowances (SRA) as a percentage of:		
Trailing six month non-GAAP revenue	11%	15%
Trailing nine month non-GAAP revenue	8%	12%

* \$, in millions, except SRA.

In its earnings release dated February 1, 2011, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measures to the non-GAAP financial measures.

This summary sheet contains statements that are forward-looking in nature, including all statements regarding Electronic Arts' fiscal year 2011 performance (which are as of February 1, 2011), and involve a number of risks and uncertainties that may cause actual results to differ significantly from such estimates. Certain of these and other risks are set forth in more detail in Electronic Arts Annual Report on Form 10-K and Quarterly Report on Form 10-Q. Electronic Arts does not assume any obligation to update or revise any such forward-looking statements, whether as the result of new developments or otherwise.

©2011 Electronic Arts Inc. All Rights Reserved. EA symbol is a registered trademark of Electronic Arts Inc. All other brands, products, or service names are or may be trademarks or service marks of, and are used to identify, products or services of their respective owners.

Q3 Financial Summary

	GAAP		Non-GAAP	
	Q3 FY10	Q3 FY11	Q3 FY10	Q3 FY11
Net revenue	1,243	1,053	1,346	1,410
Net revenue at Q3 FY10 FX rates		1,090		1,429
Gross profit margin	47.4%	44.3%	51.6%	58.7%
Diluted EPS	(\$0.25)	(\$0.97)	\$0.33	\$0.59
Headcount			8,537	7,742
Headcount in low cost locations			20%	22%
Operating cash flow	221	349	221	349
TTM operating cash flow	114	320	114	320
TTM Digital revenue	490	676	524	721

* \$, in millions, except per share amounts and headcount.

Q4 FY11, Ending March 31, 2011 Guidance, as of Feb. 1, 2011

	GAAP	Non-GAAP†
Net Revenue	\$975 to \$1,075	\$850 to \$950
Gross Profit Margin	70% to 72%	67% to 68%
Operating Expense	\$564 to \$579	\$505 to 520
Tax Expense / (Benefit)	\$6	\$20 to \$32
Net Income / (Loss)	\$129 to \$173	\$52 to \$83
Earnings Per Share / (Loss)	\$0.38 to \$0.51	\$0.15 to \$0.25
Diluted Shares	Approximately 337	Approximately 337

* \$, in millions, except per share amounts.

Full Year FY11 Guidance, as of Feb. 1, 2011

	GAAP	Non-GAAP†
Revenue		
Publishing and Other revenue	\$2,573 - \$2,673	\$2,732 - \$2,832
Distribution revenue	Approximately \$200	Approximately \$200
Digital revenue	Approximately \$700	Approximately \$750
Total	\$3,473- \$3,573	\$3,682 - \$3,782
Gross Profit Margin	Approximately 58%	Approximately 61%
Operating Expense	Approximately \$2,350	Approximately \$2,000
Tax Expense	Approximately \$5	\$79 - \$91
Net Income / (Loss)	(\$299) - (\$256)	\$202 - \$233
Earnings Per Share / (Loss)	(\$0.90) - (\$0.77)	\$0.60 - \$0.70
Diluted Shares	Approximately 331	Approximately 334
Operating Cash Flow	\$200 - \$250	

* \$, in millions, except per share amounts.

These forward-looking statements are valid as of February 1, 2011 only.

Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

